



KGW  
1501 SW Jefferson  
Portland, OR 97201

Media Placement Technology  
500 N Washington St, Suite 303  
Alexandria, VA 22314

## Contract # 848849

**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** Rob McKenna for Washington (39549)  
**Agency/T-Code** Media Placement Technology (3588)/113823657  
**Product** Political - State Governor (1177)  
**Brand** MCKENNA FOR GOVERNOR (175024)  
**Salesperson** Norten, Matthew (3149)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MEADE,NICOLE  
**Phone/Fax** (425) 449-8244 /  
**CPE** N/A  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCKENNA FOR GOVERNOR

**Date Entered** 08/16/12  
**Last Modified** 10/11/12  
**Entered By** Jacob Thom  
**CO-OP** No  
**Headline #** 06281139  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$172.50  
**Net Total** \$977.50  
**Sales Tax**

## Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Nov. 2012	3	\$1,150.00
<b>Grand Total:</b>	<b>3</b>	<b>\$1,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	5:57A- 6:58A (PT)	4		X	X	X	X			1	\$325.00	\$325.00	Portland (KGW) (KGW)	NEWS	8/16/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	5:57A- 6:58A (PT)		1								\$325.00		Portland (KGW) (KGW)	NEWS	8/16/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	6:58A- 9A (PT)	4		X	X	X	X			1	\$325.00	\$325.00	Portland (KGW) (KGW)	TODAY SHOW	8/16/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	6:58A- 9A (PT)		1								\$325.00		Portland (KGW) (KGW)	TODAY SHOW	8/16/12
5.0	Normal Line / SPOT	11/03/12-11/03/12	5	:30	5:58A- 9A (PT)							1			\$150.00		Portland (KGW) (KGW)	NEWS	8/16/12
6.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	4:58A- 5:58A (PT)								1		\$50.00		Portland (KGW) (KGW)	SUNDAY TODAY	8/16/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	5:58A- 8:58A (PT)								1		\$150.00		Portland (KGW) (KGW)	NEWS	8/16/12
8.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	8:58A- Meet The Press								1		\$275.00		Portland (KGW) (KGW)	MEET PRESS	8/16/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	11:59A- 12:31P (PT)	4		X	X	X	X				\$175.00		Portland (KGW) (KGW)	NEWS	8/16/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	11:59A- 12:31P (PT)		1								\$175.00		Portland (KGW) (KGW)	NEWS	8/16/12
11.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	12:31P- 1P (PT)	4		X	X	X	X				\$75.00		Portland (KGW) (KGW)	MILLIONAIRE	8/16/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	12:31P- 1P (PT)		1								\$75.00		Portland (KGW) (KGW)	MILLIONAIRE	8/16/12
13.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	4:57P- 5:30P (PT)	4		X	X	X	X				\$450.00		Portland (KGW) (KGW)	NEWS	8/16/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	4:57P- 5:30P (PT)		1								\$450.00		Portland (KGW) (KGW)	NEWS	8/16/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* MCKENNA FOR GOVERNOR

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15.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	5:30P- 5:59P (PT)	4		X	X	X	X				\$975.00		Portland (KGW) (KGW)	NIGHTLY NEWS	8/16/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	5:30P- 5:59P (PT)	1	1								\$975.00		Portland (KGW) (KGW)	NIGHTLY NEWS	8/16/12
17.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	5:59P- 7P (PT)	4		X	X	X	X				\$450.00		Portland (KGW) (KGW)	NEWS	8/16/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	5:59P- 7P (PT)	1	1								\$450.00		Portland (KGW) (KGW)	NEWS	8/16/12
19.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	10:59P- 11:34P (PT)	4		X	X	X	X			1	\$500.00	\$500.00	Portland (KGW) (KGW)	NEWS	8/16/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	10:59P- 11:34P (PT)	1	1								\$500.00		Portland (KGW) (KGW)	NEWS	8/16/12
21.0	Normal Line / SPOT	11/03/12-11/03/12	5	:30	10:59P- 11:29P (PT)							1			\$400.00		Portland (KGW) (KGW)	NEWS	8/16/12
22.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	11P- 11:35P (PT)								1		\$400.00		Portland (KGW) (KGW)	NEWS	8/16/12
23.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	11:34P- 12:37A (PT)	4		X	X	X	X				\$200.00		Portland (KGW) (KGW)	TONIGHT SHOW	8/16/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	11:34P- 12:37A (PT)	1	1								\$200.00		Portland (KGW) (KGW)	TONIGHT SHOW	8/16/12
25.0	Normal Line / SPOT	11/03/12-11/03/12	5	:30	11:29P- Saturday Night Live							1			\$600.00		Portland (KGW) (KGW)	SATURDAY NIGHT	8/16/12
26.0	Normal Line / SPOT	11/01/12-11/01/12	5	:30	10P- Rock Center with Brian Williams					1					\$900.00		Portland (KGW) (KGW)	ROCK CENTER	8/16/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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